Behavior Change Strategies and Tools

1. **Make it easy** - removing external barriers to make the behavior more convenient

2. **Change the default** – flip the decision-making so that your target audience has to expend effort to do the behavior you don't want.

3. **Find Champions** – finding individuals that represent your project to stakeholders.

4. **Build buy-in** - identify potential members of your audience that might oppose a change and work to remove their barriers first and turn them into champions

5. **Prompts** - using visual or auditory aids to remind people to perform the behavior

6. **Commitment** - encouraging people to make public, written commitments to perform the behavior.

7. **Social norms** - communicating or exhibiting a behavior to be normal or commonplace.

8. **Social diffusion** - setting examples and using social interactions to spread the adoption of the behavior.

9. **Incentives** - providing monetary or non-monetary benefits to encourage the behavior